

KELSEY WILLIS

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PORTFOLIO | LINKEDIN

Innovative creative leader with 10+ years of experience recruiting and building teams of artists, designers, and copywriters while providing effective art direction and marketing strategy. Specializing in content development and product management, with a history of success in improving efficiency and increasing output.

EDUCATION

Bachelor of Arts, English

Bachelor of Fine Arts, Studio Art

Oklahoma State University

Stillwater, OK

Meta Certified Digital Marketing

Associate

AREAS OF EXPERTISE

Branding & Identity Design

Copywriting & Editing

Digital & Print Advertising

Painting, Illustration, & Typography

Leadership & Team Management

Full Lifecycle Project Management

Creative Problem Solving

TECHNICAL PROFICIENCIES

Adobe Suite | Illustrator | Photoshop

InDesign | Procreate | MS Office

HONORS & AWARDS

H.E.B. Women of Distinction Award

H.E.B. Spirit of H.E.B. Award

H.E.B. Innovation Award

Partner of the Month

H.E.B. | Central Market

1st Place in 2D Works

Honorable Mention

Annual Juried Student Exhibition

Gardiner Art Gallery

CAREER EXPERIENCE

Central Market | Dallas, TX

Art Lead | Art Director

Aug 2013 to Present

Oct 2017 to Present

Piloted full advertising campaigns, key projects, and events to deliver results within scope, time, budget, and quality parameters while serving as the creative guide and director.

- Led in-house marketing teams of 3 to 6 creatives that generated and delivered day-to-day print design and signage and executed 10+ events annually from concept to final delivery.
- Set creative strategy, design principles, and visual identity of innovative signage, marketing, and merchandising content.
- Improved quality and brand consistency by streamlining sign generation, standardizing guidelines, and optimizing file systems saving the department hundreds of hours in labor.

Visual Specialist | Graphic Designer

Aug 2013 to Oct 2017

Drove cross-collaborations to produce materials aligned to brand standards. Managed workflow to efficiently deliver all assignments according to deadline.

- Successfully populated product content for 50K+ items, working alongside team to photograph, edit, upload, and write copy for launch of e-commerce program in half the projected timeframe.

Freelance Artist | Art Director | Dallas, TX

2011 to Present

Solicited to execute multiple projects from concept to completion, including branding, logo design, set design, photography, and social media.

- Volunteer for various charitable campaigns and events, including fundraisers for Prism Health North Texas and Turtle Creek Chorale.
- Remain abreast of emerging trends in the graphic design and art field by attending 15+ exhibitions, workshops, shows, and competitions annually.
- The Column Awards Nominee for Best Original Scenic Design of a Musical for Rockwall Summer Musicals' Into the Woods.

ADDITIONAL EXPERIENCE

Managing Director | Arthur's Auto Antiques | Dallas, TX

- Effectuated sales increase of 300% within first year, expanded social media presence, and redesigned website to include store front.
- Advanced through roles of increasing scope, previously employed as Sales & Marketing Manager to oversee sales/marketing events for in-person and online sales, including the creating/operation of website and preparation of marketing materials.

Assistant Estate Manager | Willis Family Trust | Garland, TX

- Partner with Estate Manager and beneficiaries to facilitate sales and management functions for extensive \$6M+ portfolio of collectables and properties.
- Transitioned into lead role in emergency situation, assuming responsibility for accounting, legal, and project management.
- Generated an additional \$250K in sales over projections for 2019.